

PROJECT NUMBER: 2306
PROJECT TITLE: Marlboro Standardization/International Support
PROJECT LEADER: W. R. Bell
PERIOD COVERED: May, 1990

I. MARLBORO STANDARDIZATION:

- A. **Objective:** Analytical and subjective evaluations of production Marlboro KS/LS.
- B. **Status:** Subjective evaluations have been completed on the April 23, 1990 Marlboro pickup. A final report will be issued when analytical results are complete.
- C. **Plans:** Issue final report on Marlboro April 23, 1990 pickup.

II. R.I. MARLBORO:

- A. **Objective:** Development of a full-flavor product using all-natural flavor and blend components with Marlboro character.
- B. **Status:** Based on subjective results, a new aftercut, new casing and new sheet material are being produced in large scale in Semiworks. These will be produced in both 16 mg and 13.5 mg to compare with current production.
- C. **Plans:** Subjective evaluations are continuing.

III. INTERNATIONAL SUPPORT:

- A. **Objective:** Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in the international market.
- B. **Status:** Six (6) panels were completed during the reporting period.

PAN ASIAN MENTHOL - PROJECT CEDAR:

- A. **Objective:** Development of free-standing menthol model to compete with Salem Lights (Hong Kong).

- B. **Status:** A factory trial was conducted and factory production was scheduled for early June.

CHESTERFIELD (JAPAN):

- A. **Objective:** Develop a Chesterfield prototype for the Japanese market to compete with Lucky Strike.
- B. **Status:** Additional flavor development of a Chesterfield prototype is in progress using new flavor blanks.
- C. **Plans:** To investigate new flavor systems to make the product more similar to Lucky Strike.

DERBY MENTHOL (GUATEMALA):

- A. **Objective:** Modification of Derby (Menthol) to compete with Casino (BAT) in the Guatemalan market.
- B. **Status:** Prototypes have been received. Awaiting analyticals.
- C. **Plans:** Subjective evaluations of the revised flavors will be conducted in Guatemala as well as in Richmond.

MERIT II (HONG KONG):

- A. **Objective:** Develop a Merit prototype for the Hong Kong market to compete with Kent.
- B. **Status:** Filler processed in large scale Semiworks production using Kent-type aftercut for PMI test vs. Kent in Hong Kong. Awaiting Kent cigarettes from Hong Kong and make pack of prototype.

NIPPON ART (JAPAN):

- A. **Objective:** To develop an ART-type produced for the Japanese market.

- B. **Status:** Two flavor prototypes and an unflavored model have been made and will be tested on Danchi Panel with Castor Mild the first week of July pending analytical and subjective approval.
- C. **Plans:** To evaluate finished Danchi "ART" cigarettes and modify flavors as required.

PROJECT CASTOR (JAPAN):

- A. **Objective:** To develop Castor Mild product for Japan.
- B. **Status:** Upon receipt of analytical results, the small scale models will be subjectively evaluated and flavor modifications will be made as needed.
- C. **Plans:** To continue flavor development based on the subjective results from the small scale models.